

IN THE CLAIMS:

1. (Currently Amended) Network serving device for mediating networked services, comprising:
 - an interface component for receiving a service request message from a portable, electronic ~~terminal (200);terminal~~, wherein said service request message comprises at least a tag identification sequence and a subscriber ~~identification;identification~~, wherein said tag identification sequence has been received from a radio frequency identification tag;
 - a selection component for selecting one or more services in accordance with said tag identification sequence and said subscriber ~~identification;identification~~, wherein said interface component is adapted for establishing a connection between said portable, electronic terminal (200) and at least one tag service provider (500)-associated with said one or more selected services for operating said one or more selected services.
2. (Previously Presented) Network serving device according to claim 1, wherein said selection component comprises:
 - a service retrieving component for obtaining service information associated with said tag identification sequence;
 - a subscription retrieving component for obtaining subscription information associated with said subscriber identification; and
 - a checking component for comparing said service information with said subscription information to select one or more subscribed services.
3. (Currently Amended) Network serving device according to claim 2, wherein:
 - said service retrieving component is adapted to access a service data ~~storage (400);storage~~, wherein said service data storage (400)-comprises a plurality of service information which are associated with at least one tag identification sequence for retrieval; and
 - said subscription retrieving component is adapted to access a subscription data ~~storage (400);storage~~, wherein said subscription data storage (400)-comprises a plurality of subscription information which is associated with at least one subscriber identification for retrieval.

4. (Previously Presented) Network serving device according to claim 2, wherein said subscription information comprises classification information which relates to at least one class of services.
5. (Currently Amended) Network serving device according to claim 1, wherein said interface component for establishing a connection relating to said one or more selected services is adapted to transmit an initiation request to said at least one tag service provider (500).
6. (Currently Amended) Portable, electronic terminal for accessing networked services, comprising:
 - a subscriber identification;
 - a radio frequency identification tag reader for receiving a tag identification sequence from a radio frequency identification tag;
 - a generating component for generating a service request message in accordance with said tag identification sequence and said subscriber identification; wherein said service request message comprises said tag identification sequence and said subscriber identification;identification; and
 - an interface component for transmitting said service request message to a mediating service provider (300) for establishing a connection to at least one tag service provider (500) for operating one or more subscribed services in accordance with said tag identification sequence and said subscriber identification.
7. (Currently Amended) Portable, electronic terminal according to claim 6, wherein said radio frequency identification tag reader is adapted to receive at least said tag identification sequence and communication related ~~data;data~~, wherein said generating component is adapted to generate said service request message in accordance with said communication related data and said interface component is adapted to transmit said service request message in accordance with said communication related data.
8. (Currently Amended) Portable, electronic terminal according to claim 6, wherein said interface component is adapted for receiving a service response message from said at least one tag service provider (500); and
 - a user interface is provided for outputting information included in said service response message.
9. (Currently Amended) System for mediating networked services, comprising:

at least one portable, electronic terminal—(200), comprising:

a subscriber identification;

a radio frequency identification tag reader for receiving a tag identification sequence for a radio frequency identification tag;

a generating component for generating a service request message in accordance with said tag identification sequence and said subscriber information; wherein said service request message comprises said tag identification sequence and said subscriber information;~~and~~

an interface component for transmitting said service request message to a mediating service provider (300) for establishing a connection to at least one tag service provider (500) for operating one or more subscribed services; and

a network serving device constituting said mediating service provider—(300), comprising:

an interface component for receiving said service request message from said portable, electronic terminal (200);~~terminal~~, wherein said service request message comprises said tag identification sequence and said subscriber information; and

- a selection component for selecting one or more services in accordance with said tag identification sequence and said subscriber ~~information;information~~, wherein
- said interface component is adapted for establishing said connection between said portable, electronic terminal (200) and said at least one tag service provider (500) associated with said one or more selected services for operating said one or more selected services.

10. (Currently Amended) Method for mediating networked services by a mediating service provider (300) comprising:

receiving a service request message from a portable, electronic terminal—(200), wherein said service request message comprises at least a tag identification sequence and a subscriber ~~identification;identification~~, wherein said tag identification sequence has been received from a radio frequency identification tag;

selecting one or more services in accordance with said tag identification sequence and said subscriber identification; and

establishing a connection between said portable, electronic terminal (200) and at least one tag service provider (500) associated with said one or more selected services for operating said one or more selected services.

11. (Previously Presented) Method according to claim 10, wherein said selecting comprises:

retrieving service information associated with said tag identification sequence; retrieving subscription information associated with said subscriber identification; and comparing said service information with said subscription information to select one or more subscribed services.

12. (Currently Amended) Method according to claim 11, wherein said retrieving service information comprises accessing a service data storage (400); wherein said service data storage (400) comprises service information which is associated with at least one tag identification sequence for retrieval; and wherein said retrieving subscription information comprises accessing a subscription data storage (400);~~storage~~, wherein said subscription data storage (400) comprises subscription information which is associated with at least one subscriber identification for retrieval.
13. (Previously Presented) Method according to claim 11, wherein said subscription information comprises classification information which relates to at least one class of services.
14. (Currently Amended) Method according to claim 10, wherein said establishing comprises:
transmitting an initiation request to said at least one tag service provider (500).
15. (Currently Amended) Method for accessing networked services by a portable, electronic terminal (200), comprising:
retrieving at least a tag identification sequence from a radio frequency identification tag by a radio frequency identification tag reader connected to said portable, electronic terminal (200);
generating a service request message in accordance with said tag identification sequence and subscriber ~~information;information~~, wherein said service request message comprises said tag identification sequence and said subscriber information; and transmitting said service request message to a mediating service provider (300)–in order to establish a connection to at least one tag service provider (500)–for operating one or more ~~subscribed~~–services in accordance with said tag identification sequence and said subscriber identification.
16. (Previously Presented) Method according to claim 15, wherein said retrieving further comprises receiving communication related data from said radio frequency identification tag

by said radio frequency identification tag reader, wherein said service request message is generated and transmitted in accordance with said communication related data.

17. (Currently Amended) Method according to claim 15, comprising:
 - receiving a service response message from said at least one tag service provider-(500);
 - and
 - displaying information comprised by said service response message to a user.
18. (Currently Amended) Method for mediating networked services by a mediating service provider -(300)-to a portable, electronic terminal-(200), comprising
 - receiving at least a tag identification sequence from a radio frequency identification tag by a radio frequency identification tag reader connected to said portable, electronic terminal-(200);
 - generating a service request message in accordance with said tag identification sequence and subscriber information;
 - transmitting said service request message from said portable, electronic terminal-(200) to a mediating service provider-(300);
 - receiving said service request message from said portable, electronic terminal -(200) by said mediating service provider-(300);
 - selecting one or more services in accordance with said tag identification sequence and said subscriber information; and
 - establishing a connection by said mediating service provider -(300)-between said portable, electronic terminal -(200)-and at least one tag service provider (500)-associated with said one or more selected services for operating with said one or more selected services.
19. (Cancelled)
20. (Currently Amended) Computer ~~program product for mediating networked services, readable medium comprising loadable program code sections stored thereon for carrying out the steps method of claim 10, when said program code is executed on a microprocessor based component~~ a processing device, a terminal device, a communication terminal device, a serving device, or a networked device.
21. (Currently Amended) Computer readable medium comprising a program product for mediating networked services, wherein said computer program product is comprising program code sections stored on a computer readable medium for carrying out the method of

claim 18, when said computer program product is executed on a microprocessor based component, a processing device, a terminal device, a communication terminal device, a serving device or a networked device.

22. (Cancelled)
23. (Currently Amended) Portable, electronic terminal according to claim 7, wherein
said interface component is adapted for receiving a service response message
from said at least one tag service provider (500); and
a user interface is provided for outputting information included in said service
response message.
24. (Currently Amended) Method according to claim 16, comprising:
receiving a service response message from said at least one tag service provider
(500); and
displaying information comprised by said service response message to a user.